

RUNNING A PRESS OFFICE FOCUS OF WEBCHAT

WASHINGTON, MAY 9 -- How to manage a press office is the focus of a USINFO webchat with a leading communications expert.

From 9:00 a.m. EDT (1300 GMT) May 10, Marguerite Sullivan (http://usinfo.state.gov/usinfo/USINFO/Products/Webchats/sullivan_10_may_1006.html), a communications specialist with extensive experience in journalism, government and with nongovernmental organizations (NGOs), working on democracy, education and women's issues will be online to discuss **how to manage a press office**.

What are the roles and characteristics of a press representative? How can an organization mount an effective media campaign? What tools are available to a press office to deal with unexpected events that require a quick response?

Sullivan will discuss these and other questions in the U.S. Department of State-hosted webchat. She is the author of the State Department commissioned publication, *A Responsible Press Office: An Insider's Guide* (<http://usinfo.state.gov/products/pubs/pressoffice/>), on running an effective press office. The book, based on her extensive work in other countries, has been translated into nearly 30 languages and received awards from the National Association of Government Communicators, Public Relations Society of America and Women in Communications Inc.

In work supported by the State Department, World Bank, U.S. Agency for International Development and media organizations, Sullivan has trained journalists, government and NGO leaders throughout the world on issues of freedom of the press, transparency, ethics and effective communication skills.

Sullivan currently serves as director of the U.S. UNESCO Affairs Office and as the executive director of the U.S. National Commission for UNESCO.

If you would like to participate in this webchat, please sign up on the USINFO Webchat registration page (<http://usinfo.state.gov/utls/chatemailreg.php>). Please tell us your preferred screen name; use of full names is not required.

If you have participated in one of our previous webchats, use the same user name and password. You may submit questions in advance to usinfowebchat@state.gov (<mailto:usinfowebchat@state.gov>) or directly during the webchat.

We accept questions and comments in advance of and any time during the program. You may also e-mail (<mailto:usinfowebchat@state.gov>) questions without registering.

The transcript of this webchat will be available on Webchat Station (<http://usinfo.state.gov/usinfo/Products/Webchats.html>), where information about upcoming webchats also is available.

For additional information, see Freedom of the Press (http://usinfo.state.gov/dhr/democracy/rule_of_law/press_freedom.html).

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